



WPPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

**Contract #** 1341850  
**Schedule Dates** 08/22/12-08/28/12  
**Advertiser** Allen West For Congress (72576)  
**Agency** Strategic Media Services (8287)

**Product** POLITICAL CANDIDATE (1s) (1186)

**Brand** ALLEN WEST/CONGRESS (463247)  
**Salesperson** TeleRep/DC, Washington DC (2995)  
**Sales Office** TeleRep Washington DC  
**Buyer Name** MARCELLO,LARA  
**Phone/Fax** (215) 564-1206 /  
**CPE** N/A  
**Account Types** National/Political Candidate Agency SRD

**Billing Type** Weekly/Irregular  
**Comments** ALLEN WEST/CONGRESS

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* , ALLEN WEST FOR CONGRESS

Date Entered	07/20/12	West Palm Beach (WPPEC)
Last Modified	07/20/12	By Broadcast Month
Entered By	Nancy Brutus	Spots
CO-OP	No	Rate
Headline #	06243905	\$7,625.00
Demo	A35+R	\$1,625.00
Order Type	Normal	
Package Deal		
Commission %	15.00	
Commission	\$1,387.50	
Net Total	\$7,862.50	
Sales Tax		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/26/12-08/26/12	3	:30	9A- 10:30A (EST)					1	1			1	\$900.00	\$900.00	West Palm Beach (WPPEC)		7/20/12
2.0	Normal Line / SPOT (2)	08/22/12-08/24/12	3	:30	9A- 10A (EST)					1	1			2	\$200.00	\$400.00	West Palm Beach (WPPEC)		7/20/12
3.0	Normal Line / SPOT (3)	08/27/12-08/27/12	3	:30	9A- 10A (EST)					1				1	\$200.00	\$200.00	West Palm Beach (WPPEC)		7/20/12
4.0	Normal Line / SPOT (4)	08/22/12-08/24/12	3	:30	10A- 11A (EST)					1	1	1	1	3	\$225.00	\$675.00	West Palm Beach (WPPEC)		7/20/12
5.0	Normal Line / SPOT (5)	08/27/12-08/28/12	3	:30	10A- 11A (EST)					1	1			2	\$225.00	\$450.00	West Palm Beach (WPPEC)		7/20/12
6.0	Normal Line / SPOT (6)	08/22/12-08/24/12	3	:30	11A- 12P (EST)					1	1			2	\$275.00	\$550.00	West Palm Beach (WPPEC)		7/20/12
7.0	Normal Line / SPOT (7)	08/28/12-08/28/12	3	:30	11A- 12P (EST)					1				1	\$275.00	\$275.00	West Palm Beach (WPPEC)		7/20/12
8.0	Normal Line / SPOT (8)	08/22/12-08/24/12	3	:30	3P- 4P (EST)					1	1	1	1	3	\$200.00	\$600.00	West Palm Beach (WPPEC)		7/20/12
9.0	Normal Line / SPOT (9)	08/27/12-08/28/12	3	:30	3P- 4P (EST)					1	1			2	\$200.00	\$400.00	West Palm Beach (WPPEC)		7/20/12
10.0	Normal Line / SPOT (10)	08/22/12-08/23/12	3	:30	4P- 5P (EST)					1	1			2	\$300.00	\$600.00	West Palm Beach (WPPEC)		7/20/12
11.0	Normal Line / SPOT (11)	08/27/12-08/27/12	3	:30	4P- 5P (EST)					1				1	\$300.00	\$300.00	West Palm Beach (WPPEC)		7/20/12
12.0	Normal Line / SPOT (12)	08/22/12-08/22/12	3	:30	7:30P- 8P (EST)					1				1	\$300.00	\$300.00	West Palm Beach (WPPEC)		7/20/12
13.0	Normal Line / Prime (13)	08/23/12-08/23/12	3	:30	10P- CBS-Person of Interest (Thursday)					1	1			1	\$1,400.00	\$1,400.00	West Palm Beach (WPPEC)		7/20/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Strategic Media Services  
3299 K Street NW  
Ste 200  
Washington, DC 20007

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14.0	Normal Line / Prime (14)	08/26/12-08/26/12	3	:30	10p- CBS-The Mentalist (Sunday)							1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/20/12	
15.0	Normal Line / Football (15)	08/24/12-08/24/12	3	:30	8P- Sports-CBS NFL Preseason						1		1	\$1,200.00	\$1,200.00	West Palm Beach (WPEC)		7/20/12	

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE       STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Lara Marvelo,  
 being/on behalf of: Allen West, a legally  
 qualified candidate of the Republican political  
 party for the office of: US Congress  
 in the General  
 election to be held on: 11/6/12,

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
				WPEC contractor #1341850	

Total Charges: \$9,250

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Allen West for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Gret Wilder - PO Box 1028, Deerfield Beach, FL 33441 877-906-2010

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

*To Be Signed By Candidate or Authorized Committee*

子[3] / 10  
Date

*[Signature]* Signature

*To Be Signed By Station Representative*

Accepted

Accented in Part

Rejected

Accepted  Accepted in Part  Rejected

Lillie K Roberts Lillie K Roberts Sales Director

Signature Printed Name Title

## CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Lara Marcus

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does       does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

  
signature of candidate or authorized committee

Lara Marcus

printed name

7/31/12

date



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Allen West PARTY: Dem.

OFFICE/DESCRIPTION: U.S. Congress ELECTION DATE: 11/6/12

INQUIRY MADE BY: Loren Marcello  
Candidate Manager  Agency Committee (circle one)

ADDRESS: Strategic Media Services  
3299 K Street NW, Suite 200  
Washington, DC 20007

PHONE: (202) 337-5700 FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: Rates & Specs  
\_\_\_\_\_

Final Disposition: Order Placed #9,250\*  
\_\_\_\_\_

If Committee, list officers and position: Treasurer: George Wilder  
P.O. Box 1028  
Deerfield Beach, FL 33441  
(877) 906-2010  
\_\_\_\_\_

TAKEN BY: \_\_\_\_\_ DATE: \_\_\_\_\_ TIME: \_\_\_\_\_